



# **PUBLIC HEALTH**

**ALWAYS WORKING FOR A SAFER AND  
HEALTHIER WASHINGTON**

Where the Rubber Meets the Road:  
Creating a Culture of Best Practice  
at the Community Level in Washington State

Don Martin  
Washington State Department of Health

## **Traditional approach**

What's wrong with you?

## **Marketing approach**

What's wrong with my program?

## The context of marketing in Washington

- Health, safety, environment
- Standards for Public Health
- Grant guidelines for local prevention
- Modeling the marketing mindset to local health
- Training opportunities

## Office of Health Promotion

- Takes a customer focus when developing projects and strategies
- Uses health promotion methodologies and social marketing techniques to assess the values, interests and readiness of audiences

## Diffusion of best practices

### 1995 Health Education Priority Assessment

- *“I’m not a health educator but I’m being asked to do health education work”*
- *“Give me the tools and resources I need to be successful”*



8 major databases

40,000 hits/month

4,000/month downloaded  
educational materials

Bimonthly newsletter

Partially funded by CDC

A screenshot of the H.E.R.E. in Washington website. The page has a purple sidebar on the left with navigation links: Home, Projects, Materials, Toolbox, Connections, Events, Bookshelf, Web Sites, and Newsletters. The main content area is white and features the H.E.R.E. logo at the top. Below the logo, it says "You are here: H.E.R.E." and "Site Search". The main text describes the website as a clearinghouse of public health education and health promotion projects, materials, and resources in the State of Washington. It lists several databases: Community Projects, Educational Materials, Health Educator's Toolbox, Making Connections, Training and Events, The Health Educator's Bookshelf, Other Web Sites, and H.E.R.E. Newsletters, each with a brief description.

**H.E.R.E.**  
**in Washington**  
**Health Education Resource Exchange**

---

You are here: **H.E.R.E.** [Site Search](#)

---

A clearinghouse of public health education and health promotion projects, materials and resources in the State of Washington. This web site is designed to help community health professionals share their experience with colleagues around the state.

- **Community Projects**  
A searchable database of health promotion and health education projects in Washington communities.
- **Educational Materials**  
Brochures, posters and printed materials from public health and nonprofit agencies.
- **Health Educator's Toolbox**  
Helpful tips and guidelines to improve health education practice.
- **Making Connections**  
A rolodex of health promotion professionals in Washington, plus listservs, mentors and professional organizations.
- **Training and Events**  
A calendar of key conferences and training opportunities.
- **The Health Educator's Bookshelf**  
Selected literature in the fields of health education and health promotion.
- **Other Web Sites**  
Links to related health information.
- **H.E.R.E. Newsletters**  
Past editions of our email newsletter.



## Health Promotion strategic plan

- Advance the field of health promotion
- Online clearinghouse maintained by a team—it's in our job descriptions
- Training and support to local health
- Evidence-based interventions
- Develop our own workforce—infusion of educators with graduate degrees

## Public Health Work Force in 2003

- 5% with degrees in health education  
23% with jobs in health promotion
- 2% with degrees in communications  
14% with jobs in communications
- 60% were 45 or older



## Training has been key

- National training opportunities funded by CDC
- Local training in social marketing, community mobilization, risk communications, outcome evaluation, educational material development, facilitation skills
- Well over 1,000 public health staff trained

## Examples of Social Marketing

- H.E.R.E. in Washington web site
- Breast and cervical screening
- Be Healthy. Be Active.
- Careful use of antibiotics
- Tobacco prevention campaign
- Mental health transformation

## Public Health Identity

- Research and development of the public health brand
- Adopted at the local level first
- Communication tools, templates, photos, and a framework for discussing public health issues

# **PUBLIC HEALTH**

**ALWAYS WORKING FOR A SAFER AND**

**HEALTHIER WASHINGTON**